

1

A presentation slide for Bromley Housing Register titled 'Snapshot of Supply and Demand'. The slide features a green header with the Bromley logo and 'THE LONDON BOROUGH' text. The background is white. The title is in a large, bold, green font. Below the title is a green horizontal line. The content consists of a bulleted list in green text:

- Over 3100 households on Housing Register, 250 applications per month (approx. 15% added to Register)
- Around 280 homeless approaches a month.
- Approximately 470 lettings last year via the housing register.
- 270 Lettings last year via LBB purchasing schemes and Private Rented Sector.

2



## Private Rented Housing – the basics

---

- Primarily Assured Shorthold Tenancies (6/12 months)
- No long term security of tenure
- Section 21 Notice allows “no fault” repossession by landlord
- No defence to proceedings if all done correctly

3

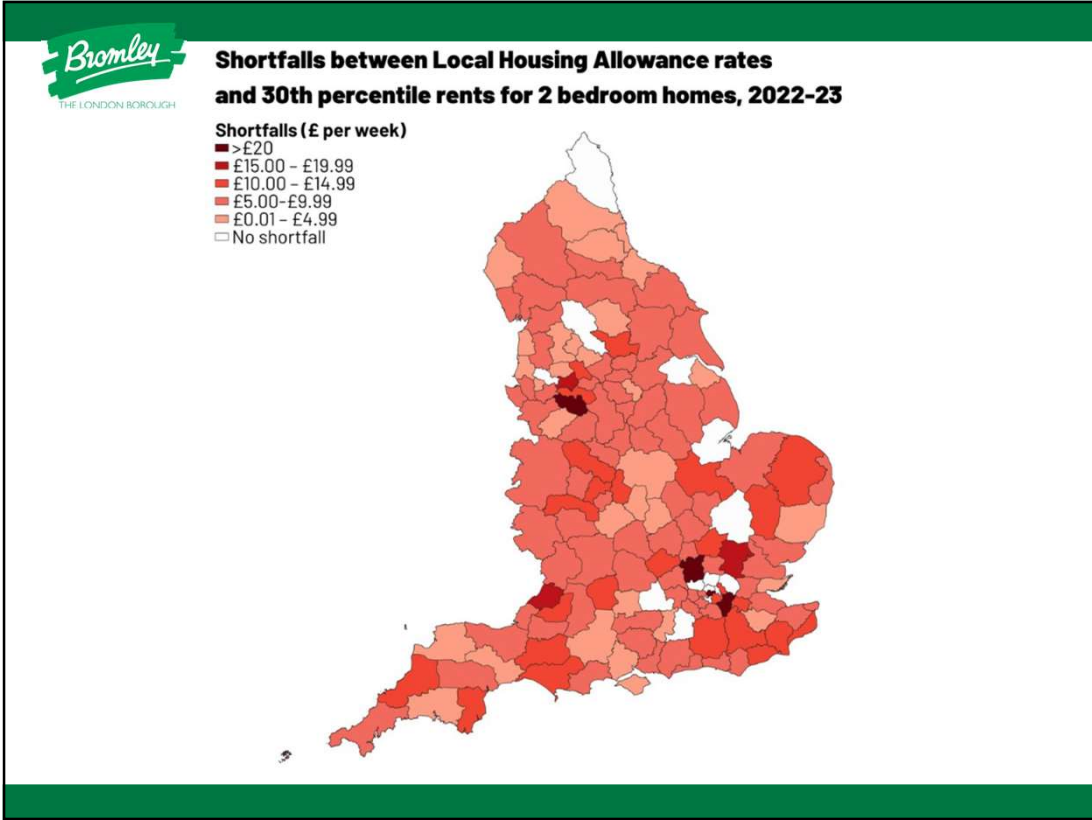


## Local Housing Allowance

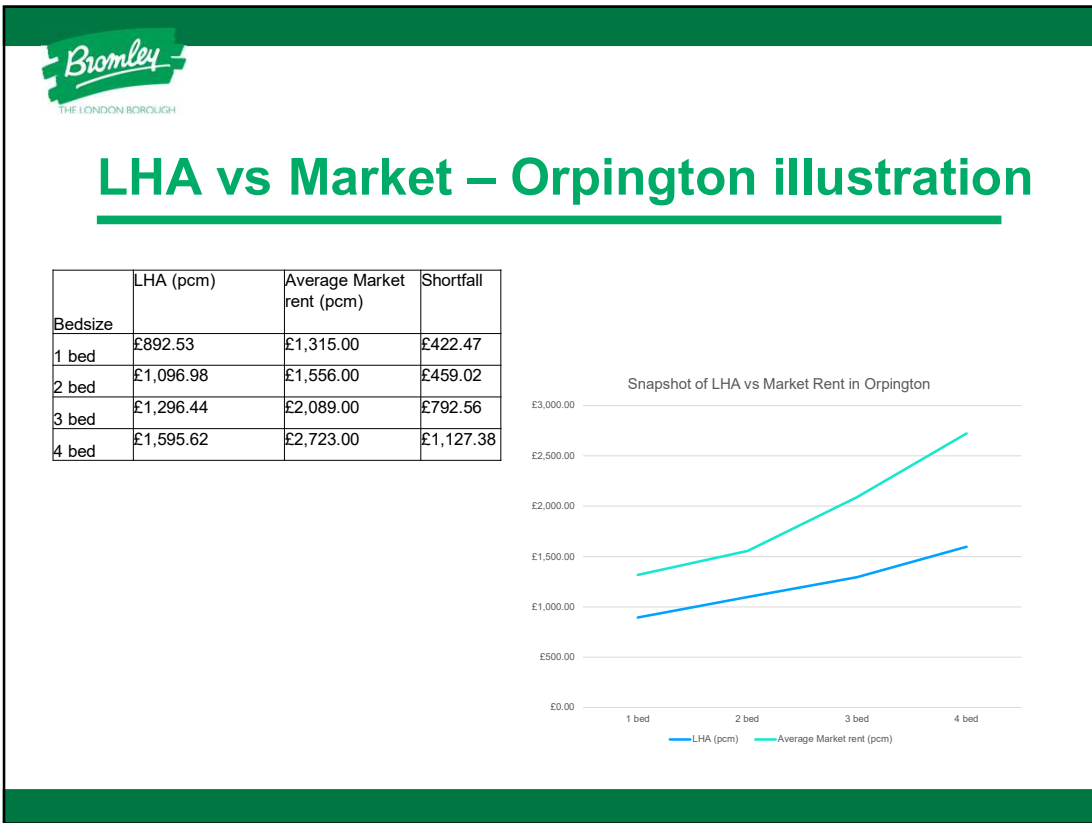
---

- LHA sets the maximum amount of benefit a claimant can get towards rental costs
- Depends on bedsize and 30<sup>th</sup> Percentile rent for properties in defined area
- Rates frozen October 2022 (link to 30th percentile lost)
- Lots of lobbying to restore this link and possibly increase to 50<sup>th</sup> percentile

4



5



6





## Any one beds at LHA available on Rightmove?

Bromley + 0 miles £800 PCM to £900 PCM 1 Bed

1 Bedroom Properties To Rent in Bromley (London Borough), £800 – £900 > ☆ Save search 📌 Create Alert

1 results Sort: Newest Listed Lis

Prioritise properties with... + Add keyword





**Tremaine Road, London, SE20**  
Flat Share 1 1

Room in a Shared Flat, Tremaine Road, SE20 are proud to offer this delightful room in a bedroom, 1 bathroom shared flat in a great location.

Reduced on 03/08/2023 by OpenRent, London

**£900 pcm**  
£208 pw

 020 3322 3265  
Local call rate

7




## Any two beds at LHA available on Rightmove?

Bromley + 0 miles £900 PCM to £1,100 PCM


2 Bedroom Properties To Rent in Bromley (London Borough), £900 – £1,100 > ☆ Save search 📌 Create Alert


**We couldn't find what you're looking for right now**

Here's what you can try to find more properties:




**Notify me about...**  
2 Bedroom Properties To Rent in Bromley (London Borough), £900 – £1,100

Instantly  **Create alert**



**Start from scratch**  
Discover new areas >

8



## Any three beds at LHA available on Rightmove?


---

Bromley  + 0 miles  £1,200 PCM  to £1,300 PCM

3 Bedroom Properties To Rent in Bromley (London Borough), £1,200 – £1,300 > ☆ Save search 🔔

**We couldn't find what you're looking for right now**


Here's what you can try to find more properties:



**Notify me about...**  
3 Bedroom Properties To Rent in Bromley (London Borough),  
£1,200 – £1,300


Instantly

Create alert



**Start from scratch**  
[Discover new areas](#)

9



## The Private Rented market in London - Saville's recent research

---

- Rental listings have fallen. 41% down on 2017 average
- 1-3 beds listed for rent down by 36% since pandemic
- 4 bed listings have almost halved (46.6%)
- Frozen LHA rates mean only 2.3% of London listings affordable to those using benefit (was 18.9% in 20/21)

10



### **The Private Rented market in London - Saville's recent research**

---

- **Buy to let market contracting, properties being sold**
- **Increased landlord costs and other risks**
- **People staying in PRS for longer, less churn, lower availability**
- **Impacts on our ability to use PRS to relieve homelessness**

11



### **The Private Rented market in London - Saville's recent research. The Recommendations**

---

- **Improve purchasing power of lower income households by increasing LHA rates**
- **Fiscal incentives for landlords if they agree to rent at lower market levels: mortgage interest relief, capital gains relief**
- **Government to provide grants or other capital funding to councils so they can purchase the properties leaving the market.**

12



## How Councils in London secure private rented properties

- 21 use Capital Letters, 11 use in house teams
- Capital Letters is a Pan London initiative to provide greater access to PRS
- We monitor the scheme's progress and do not recommend joining
- Poorer stats than we demonstrate locally
- We procure more, have more financial control, and quality control
- We secured 16 a month in first qtr vs 7 or 8 per member

13



## The Bromley Response



Bromley  
Lettings

**Landlord**  
information pack

14



## The Bromley Response – the basics

- No fees
- Choose between tenants
- Free support during tenancy
- Free photographic inventory
- Free Tenancy Agreement

15



## The Bromley Response – the detail



**Bromley  
Lettings**

### What will I be expected to provide?

- Energy Performance Certificate showing a rating of E or above
- Valid and satisfactory Gas Safe Certificate
- Valid and satisfactory NICEIC Electric Certificate
- Current building insurance schedule / breakdown of service charges from freeholder showing building insurance
- Proof of ownership (Land Registry Title / Current Mortgage Statement)
- Smoke alarms fitted at each floor level in hallways
- Carbon monoxide alarms in any rooms that contain a solid fuel burning appliance
- Details of the bank account to which you would like to receive payment
- Property that is in good, habitable condition and conforms to standards set by the Housing Health and Safety Ratings System
- Authorisation from the owner of the property if you are an agent acting on behalf of the landlord
- Completed landlord declaration.

16





## The Bromley Response – the detail



We are able to provide landlords who take part in the scheme with a one off cash incentive of up to £4000.00 and/or a bond in place of the usual cash deposit\*.

If you take part in the scheme you will also benefit from:

- No costly agency fees, our service is free of charge saving you on average £1506.00 upfront costs
- A free photographic inventory which we will prepare for you
- A free tenancy agreement which we will prepare for you
- Multiple viewings so you can offer the tenancy to a family of your choice
- Free advice and support throughout the duration of the tenancy
- Tenants that have been given guidance on how to successfully manage a private tenancy and have passed an affordability assessment.

17



## Numbers

- Consistently achieve around 120 PRS lettings a year
- Despite a tricky market, 60 so far this year, projection that we will exceed past numbers
- Additional post paid for via Rough Sleeping funds
- Projected to exceed 140 this year.

18

## Change is coming

---



19

## Renters Reform Bill

---

- Abolishes Assured Shorthold tenancies and S21 “no fault” evictions
- Monthly periodic assured tenancies with no end date
- Grounds for possession will change
- Easier for landlords to repossess for Anti Social Behaviour and rent arrears
- Process for annual rent increases and appeals against them
- New Independent Ombudsman for the private rented sector

20



## How are we preparing for market changes?

---

- Landlords are very concerned and uncertain about changes brought in by Renters Reform Bill
- We need to work hard to keep them onboard
- Increasing team from 3 to 5 Lettings Officers
- Running pilot on Insurance based product plus enhanced incentive

21



## Insurance based pilot

---

- Developed based on landlord feedback
- Secures 20 two bedroom properties on 2 year tenancies
- Total incentive for each is £10,358 this covers an Insurance product, mitigation for rental loss, rent in advance, and a cash incentive
- For 20 properties we spend £207,160, saving £57,800 versus the £264,960 we would have spent on Nightly Paid Temporary Accommodation.
- Rent for customer capped at LHA, monies transferred to landlord once tenancy signed.

22



## Insurance based product - £331 per year



- Legal expenses up to 25k
- Malicious damage up to 5k
- Up to 12 months rent arrears cover
- Mediation cover up to £330

23



## The future

- Continue to offer our basic 4k incentive
- Review how the pilot goes
- Consider expansion/remodelling
- Advertising and Marketing
- Continue to build and maintain trusted relationships with Landlords

24

## Properties



25

## Properties



26

# Properties



27

# Properties



28

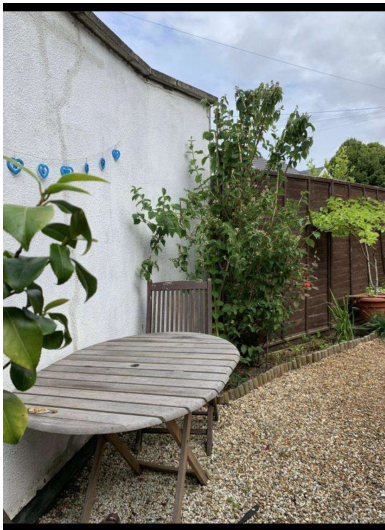
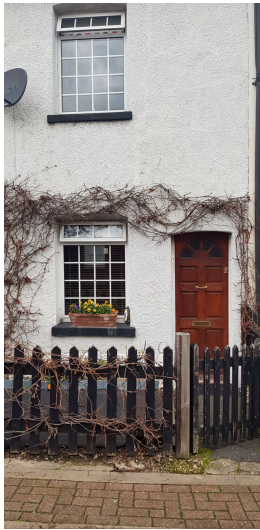


# Properties



29

# Properties



30



# Properties



31



London Borough of Bromley, Stockwell Close, Bromley, Kent, BR1 3UH

 [bromley@bromley.gov.uk](mailto:bromley@bromley.gov.uk)

 020 8123 4567

 [www.bromley.gov.uk](http://www.bromley.gov.uk)

32